

FOCUS - 78 of 115 DOCUMENTS

Copyright 1996 Business Wire, Inc.

Business Wire

July 31, 1996, Wednesday

DISTRIBUTION: Business Editors & Computer Writers

LENGTH: 631 words

HEADLINE: Dish Network Introduces \$ 199 DBS System Nationwide

DATELINE: ENGLEWOOD, Colo.

BODY:

July 31, 1996--EchoStar Communications Corporation (Nasdaq:DISH) announced today that beginning August 1, 1996, it will offer DISH Network's 18-inch digital satellite system nationally for a retail price of \$ 199 when the customer purchases an annual programming package.

This state-of-the-art satellite system will be available from consumer electronics retailers and satellite retailers, as well as other channels of distribution nationwide.

The new pricing will be available with a one-year, \$ 300 subscription to America's Top 40 CDSM programming package, with over 40 of the most popular television channels, including The Disney Channel, and DISH CD with 30 channels of CD-quality music.

Along with the \$ 199 price for the infrared Standard system, EchoStar is offering the UHF Premium system for a retail price of \$ 299 with the purchase of the same annual programming subscription. The UHF system has a dual output LNBF available for vatellite receiver through walls and other objects.

EchoStar recently introduced a lower cost, more fully featured second generation DISH Network set-top digital receiver, using the same state-of-the-art, fully MPEG-2/DVB compliant technology as re, helping DISH Network to maintain a leading position as the low-cost provider of high-powered satellite television systems.

"EchoStar has been the leader in driving the cost of satellite television down for the American consumer, from the v rates," said Carl Vogel, president, EchoStar Satellite Corporation. "The retailer and consumer response to this was so overwhelming, we decided to offer the promotion nationally for the remainder of 1996. There is a definite demand for our high-ages, as well as a cost-effective alternative to high cable rates. EchoStar is uniquely positioned to lead the industry as the low-cost company because we're the only single source in the DBS industry, as a manufacturer, distributor and programming provider. We fully expect that this benchmark price point will force the rest of the DBS industry to re-evaluate their current marketing plans in response to EchoStar's lead."

DISH (Digital Sky Highway) Network, EchoStar Communications Corporation's state-of-the-art DBS system currently offers retailers and consumers over 100 channels of audio and video programming, fully MPEG-2/DVB hardware, installation, financing and leasing. EchoStar Communications Corporation, headquartered in Englewood, Colorado, is also a worldwide manufacturer and distributor of satellite television products and the only U.S. provider of state-of-the-art fully MPEG-2/DVB compliant satellite television systems.

The company is a single, convenient source for equipment distribution, sales, installation and service; consumer financing; and programming distribution; and is widely recognized in the industry for its research and

development activities. EchoStar II, a Lockheed Martin Series 7000 satellite, with 16 transponders capable of transmitting in excess of 100 additional channels, is scheduled to launch on September 10, 1996, from Kourou, French Guiana. EchoStar is a registered trademark of Echosphere Corporation. DISH Network is a service mark of EchoStar Communications Corporation. DISH Network is located on the Internet at: <http://www.dishnetwork.com>

CONTACT: EchoStar Communications

Judianne Atencio, 303/799-8222 x5112
e-mail: atenjud@echostar.com e-mail:
Tom Kaser, 303/799-8222 x5282
kasetom@echostar.com

LOAD-DATE: August 1, 1996

New DIRECTV® \$200 Cash Back Offer Lowers DSS® Hardware Price To \$199 Nationwide

LOS ANGELES, August 26, 1996 -- Beginning August 29, DIRECTV®, the 175 channel direct broadcast satellite service, will offer \$200 cash back to new customers who purchase any brand of DSS® equipment and a one year subscription to a DIRECTV Total Choice™ programming package. The DSS equipment will be available for as low as \$399 at retail outlets nationwide, bringing the consumer price to \$199 after the DIRECTV cash back offer.

The new DIRECTV offer is being provided in cooperation with U.S. Satellite Broadcasting (USSBSM) and members of the National Rural Telecommunications Cooperative. DIRECTV and USSBSM have also developed a financial incentive program for DSS manufacturers Thomson Consumer Electronics and Hughes Network Systems (HNS). More than 26,000 authorized DSS consumer electronics superstores, retailers and satellite dealers across the country will be able to advertise and market this offer to consumers beginning August 29. In addition, AT&T, the exclusive national telecommunications company to market and distribute DIRECTV and USSBSM programming and DSS equipment, will participate in the DIRECTV offer.

Through December 31, 1996, this nationwide cash back offer will be available to consumers who purchase a DSS system and a DIRECTV Total Choice package, featuring more than 70 channels of popular digital video and audio entertainment, and access to more than 55 channels of Pay Per View movies, thousands of sporting events and premium movie channels. In addition, new DIRECTV customers that take advantage of this cash back offer will receive a free upgrade to Total Choice PLATINUM for the first month. The cash back offer may be redeemed as a \$200 DIRECTV programming credit or a \$200 check from DIRECTV. USSBSM will continue to offer new DSS purchasers one Free Month of USSBSM Entertainment Plus®, its most popular and comprehensive programming service, plus a coupon book containing \$200 worth of USSBSM Entertainment Bucks with discounts on USSBSM programming, and more.

"This special offer, coupled with our broad distribution network and superior programming, should expand and accelerate sales of DSS equipment and DIRECTV programming and build on our leadership position in the direct broadcast satellite marketplace," said Eddy Hartenstein, president of DIRECTV. "Our \$200 cash back offer will make DSS even more affordable for consumers, and allows DIRECTV to deliver the best value, selection and quality to individuals and families shopping for satellite TV." "The DIRECTV cash back offer, USSBSM Entertainment Bucks and the financial incentive program for DSS manufacturers make DSS systems even more accessible to consumers," said Stanley E. Hubbard, president and chief executive officer of U.S. Satellite Broadcasting. "Once again the DSS team has joined forces to build upon our premier position in the market, drive sales and bring the best television has to offer to more and more customers."

DSS systems - which feature an 18-inch satellite dish - are currently available from Thomson Consumer Electronics, under the RCA, GE and ProScan-brand names, HNS, under the Insight brand name, and Sony Electronics. Several top consumer electronics companies, including Uniden America Corporation, Toshiba America Consumer Products, Inc., Samsung Electronics,

Co. Ltd. and Matsushita Electric Corporation of America have announced plans to introduce new DSS systems later this year.

To support this offer, DIRECTV will begin national print advertising and participating dealers will receive advertising logos, radio scripts, tent cards and point-of-sale and marketing materials.

DIRECTV delivers more than 175 channels of digital entertainment from three high-power direct broadcast satellites to more than 1.7 million customers throughout the United States. U.S. Satellite Broadcasting offers top premium networks and a selection of popular basic programming to DSS owners. USSB Entertainment Plus is a registered trademark and U.S. Satellite Broadcasting is a service mark of United States Satellite Broadcasting Company, Inc., which is a Minnesota corporation and is traded on the NASDAQ Stock Market's National Market under the symbol "USSB."

DIRECTV, DSS, Total Choice and Total Choice PLATINUM are official trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corporation. The earnings of Hughes Electronics are used to calculate the earnings per share attributable to GMH (NYSE symbol) common stock.

Copyright 1997 Business Wire, Inc.

Business Wire

July 25, 1997, Friday

DISTRIBUTION: Business Editors

LENGTH: 470 words

HEADLINE: EchoStar Announces Free Installation; DISH Network Offers Free Installation Kit or \$ 100 Off of Professional Installation

DATELINE: ENGLEWOOD, Colo.

BODY:

July 25, 1997--EchoStar Communications Corporation (NASDAQ: DISH), the leading low-cost provider of direct-to-home satellite television, today announced it will be cutting the price on the installation of a DISH Network satellite TV system.

For a limited time, beginning August 1, 1997, customers who purchase a DISH Network system will have a choice between receiving a free Self Installation Kit or \$ 100 off a professional installation. EchoStar is limiting the offer to DISH Network systems that are installed and activated between August 1, 1997 and September 30, 1997.

The promotion will be supported with a national marketing campaign that will include point of purchase materials and extensive print advertising in both newspapers and magazines.

"We are excited to break down this key barrier of entry for consumers," said Mary Peterson, vice president marketing, EchoStar Communications Corporation. "The 'Free Installation' promotion provides the opportunity for thousands of people to experience the best value and highest quality of digital TV -- now."

DISH (Digital Sky Highway) Network(TM), EchoStar Communications Corporation's state-of-the-art DBS system, currently offers consumers over 150 channels of audio and video programming, fully MPEG-2/DVB compliant hardware, installation, financing and leasing.

EchoStar Communications Corporation, headquartered in Englewood, Colorado, is also a worldwide manufacturer and distributor of satellite television products and the only U.S. provider of state-of-the-art fully MPEG-2/DVB compliant satellite television systems. The company is a single, convenient source for equipment distribution, sales, installation and service; consumer financing; and programming distribution; and is widely recognized in the satellite industry for its advanced research and development activities.

EchoStar III, a Lockheed Martin AX2100 satellite, is scheduled to launch from Cape Canaveral, Florida on an Atlas IIAS launch vehicle in September of 1997.

EchoStar III will include programming complementary to that offered by the DISH Network on EchoStar I and EchoStar II, including expanded educational and business television. The programming lineup could also include data delivery applications and retransmission of local channels to select large markets.

DISH Network is a trademark of EchoStar Communications Corp.

DISH Network is located on the Internet at: <http://www.dishnetwork.com>



Lights!

☒ DIRECTV☒ PRESS☐ ANNOUNCEMENT☒ RECENT NEWS☒☒ SEARCH☒ PROGRAMMING☒ PRICING☒ MOVIES☒ SPORTS☒ PRESS☒ Q&A☒ SALES☒ COMMERCIAL☒ DSS PRODUCTS☒ CUSTOMER SERVICE☒ HUMAN RESOURCES☒ FEEDBACK☒ HOME

DIRECTV® OFFERS \$100 OFF INSTALLATION FOR NEW SUBSCRIBERS

Offer Makes it Even Easier for Consumers to Own a DSS® System

LOS ANGELES, October 23, 1997 -- Just in time for the biggest selling season of the year, DIRECTV® is offering \$100 off the cost of professional installation, or a free self-installation kit valued at \$50, to new DIRECTV subscribers. The offer, which will run through Jan. 28, 1998, is available to new DIRECTV customers who purchase a DSS® system from a participating retailer and subscribe to a DIRECTV programming package starting as low as \$19.99 per month.

"This promotion is intended to boost retail sales during the busiest selling season of the year," said Eddy Hartenstein, president of DIRECTV. "Our new offer greatly enhances and simplifies the purchase decision for consumers. New DIRECTV subscribers will receive \$100 off professional installation or a free self-installation kit in-store at the cash register; no rebate coupons are necessary."

Leading national retailers such as Circuit City, Best Buy and Radio Shack will advertise the promotion prior to and throughout the holiday selling season. DIRECTV is supporting this promotion by supplying all participating retailers with print advertisements highlighting the \$100 off installation. More than 26,000 DIRECTV authorized consumer electronics retailers and satellite TV dealers nationwide can participate in this promotion.

DIRECTV has also created a 30-second television spot for the promotion that will air nationally on broadcast and cable networks beginning in approximately one week. Print advertising has already begun to appear in national newspapers and regional publications in the top 50 markets in the country, including USA Today, Boston Globe, Chicago Tribune, Los Angeles Times, The New York Times, Philadelphia Inquirer and San Francisco

Chronicle.

"DIRECTV continues to offer consumers more entertainment choices than any other television programming service, and now with \$100 off professional installation, they have an even more compelling reason to make the switch from cable to the nation's leading digital satellite television service," added Hartenstein.

DIRECTV provides more than 2.9 million subscribers with access to over 175 channels of entertainment, sports, news and family programming, including programming not available from other mini-dish systems or cable operators. DIRECTV subscribers also have access to superior 24-hour customer service every day of the year and have the ability to easily access local channels with a DSS system and off-air antenna.

DIRECTV and DSS are trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corporation. The earnings of Hughes Electronics are used to calculate the earnings per share attributable to GMH (NYSE symbol) common stock.

###

FOCUS - 13 of 115 DOCUMENTS

Copyright 1997 Business Wire, Inc.

Business Wire

November 3, 1997, Monday

DISTRIBUTION: Business Editors

LENGTH: 485 words

HEADLINE: EchoStar Announces 1997 Holiday Promotion

DATELINE: ENGLEWOOD, Colo.

BODY:

Nov. 3, 1997--EchoStar Communications Corporation (Nasdaq: DISH) today announced its 1997 holiday season promotion for the DISH Network(SM) digital satellite TV system.

The promotion, which will run from November 1 through December 31, 1997, will allow customers who purchase a system during that time to receive either a free Self Installation Kit or \$ 50 off a professional installation.

This promotion will be supported by a national marketing campaign that will include point of purchase materials, extensive print advertising in both newspapers and magazines, as well as television commercials.

"As with our 'Fall Install' promotion, we are pleased to continue to offer the best value for high quality digital TV," said Mary Peterson, vice president marketing, EchoStar Communications Corporation. "A DISH system is a great gift for anyone - even yourself. And the holiday promotion simply makes this great gift even better."

DISH (Digital Sky Highway) Network, EchoStar Communications Corporation's state-of-the-art DBS system, currently offers consumers over 150 channels of audio and video programming, fully MPEG-2/DVB compliant hardware, installation, financing and leasing.

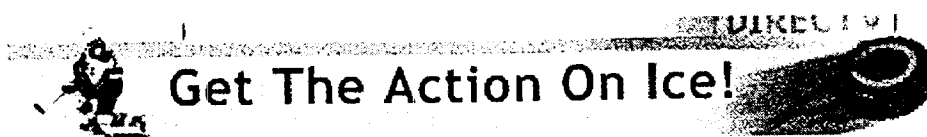
EchoStar Communications Corporation, headquartered in Englewood, Colorado, is also a worldwide manufacturer and distributor of satellite television products and the only U.S. provider of state-of-the-art fully MPEG-2/DVB compliant satellite television systems. The company is a single, convenient source for equipment distribution, sales, installation and service; consumer financing; and programming distribution; and is widely recognized in the satellite industry for its advanced research and development activities.

EchoStar III, a Lockheed Martin A2100 satellite, was launched from Cape Canaveral, Florida on an Atlas IIAS launch vehicle on October 5, 1997. EchoStar III will include programming complementary to that offered by the DISH Network on EchoStar I and EchoStar II, including expanded educational and business television. The programming lineup could also include international and niche channels, data delivery applications and retransmission of local channels to select large markets.

DISH Network is a trademark of EchoStar Communications Corp.

DISH Network is located on the Internet at: <http://www.dishnetwork.com>

CONTACT: EchoStar Communications Corp., Englewood

☒ DIRECTV☒ PRESS☐ ANNOUNCEMENT☒ RECENT NEWS☒☒ SEARCH☒ PROGRAMMING☒ PRICING☒ MOVIES☒ SPORTS☒ PRESS☒ Q&A☒ SALES☒ COMMERCIAL☒ DSS PRODUCTS☒ CUSTOMER SERVICE☒ HUMAN RESOURCES☒ FEEDBACK☒ HOME

DIRECTV®, INC. ANNOUNCES HOLIDAY PROMOTION FOR NEW SUBSCRIBERS

\$50 Worth of Programming Certificates Offered With the Activation of a DIRECTV Programming Package

LOS ANGELES, December 4, 1997 - DIRECTV, Inc.

announced today an additional subscriber acquisition campaign for consumers to take advantage of during the holidays. Under this offer, new subscribers who activate any DIRECTV (programming package between Dec. 5, 1997 and Jan. 26, 1998, will receive 18 certificates worth \$3 each, a value of more than \$50. The certificates are redeemable toward DIRECTV programming.

DIRECTV recently announced \$100 off the cost of professional DSS® system installation or a free self-installation kit from participating retailers for new residential consumers who subscribe to Select Choice or above between Oct. 17, 1997 and Jan. 28, 1998. During the month of December, consumers can take advantage of both DIRECTV offers simultaneously.

"There is no better time to buy DIRECTV than now. Our holiday promotion, coupled with \$100 off the cost of a professional DSS system installation or a free self-installation kit, makes it easier than ever to get a great value on the best satellite TV service on the market," said Steve Ste. Marie, senior vice president, Marketing for DIRECTV. "Already, more than 3.1 million DIRECTV subscribers enjoy and appreciate the value, quality and convenience of our programming service."

Making it even more convenient for new subscribers who activate a DIRECTV programming package, DIRECTV will enclose all 18 certificates with their first monthly statement. Customers may use up to six certificates per month; each \$3 certificate is valid through Dec. 31, 1998.

The certificates are redeemable toward DIRECTV programming

or can be used to upgrade to a greater value programming package such as Total Choice Platinum, Gold or Silver. With all DIRECTV programming packages, subscribers have access to up to 55 movie choices a night on DIRECT TICKET®, the near video-on-demand pay-per-view service from DIRECTV. Every month subscribers can enjoy a variety of hit Hollywood movies available as often as every 30 minutes for just \$2.99 when ordered by remote control. DIRECT TICKET, which also features special events such as boxing, motorsports and concerts, will provide a live Rolling Stones concert on Dec. 12, free to all DIRECTV residential subscribers.

DIRECTV, DSS, Total Choice and DIRECT TICKET are trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corporation. The earnings of Hughes Electronics are used to calculate the earnings per share attributable to GMH (NYSE symbol) common stock.

###

AUDIO WEEK

(c) Copyright 2000 Warren Publishing, Inc. All Rights Reserved.

Monday, April 3, 2000

Volume 12; Issue 14

SEARS SUES DIRECTV SEEKING \$23 MILLION

Sears has filed breach-of-contract suit against DirecTV seeking \$23.2 million damages including breakup of retail agreement last year. DirecTV, meanwhile, filed counterclaim against EchoStar, accusing it of "wrongfully interfering" with programming agreement with Kelly Bsct. Systems and "misusing and infringing" on Primestar trademarks.

Sears suit, filed in Cal. Superior Court, L.A., details long-running battle between retailer and DirecTV that predates parting of companies last summer. Largest portion of damages -- \$20 million -- stems from what Sears alleged was DirecTV's failure to honor 1998 agreement under which latter was to pay \$2.7 million in past-due commissions. Commissions were tied to 168,048 customers that purchased DirecTV service through Sears. Second portion of deal called for DirecTV to pay Sears \$90 for each new customer and 50 cents per month commission for 60 months.

Retailer charged that DirecTV "promised" in Jan. 1999 to keep Sears as authorized dealer despite its decision to carry rival EchoStar system. Three months later, however, DirecTV "exerted substantial pressure" on Sears to drop EchoStar and cut off service in Aug. after retailer refused to become exclusive dealer. EchoStar, in filing antitrust suit against DirecTV in Feb., alleged that DBS provider promised better terms and threatened cut-off of service to dealers that didn't sign exclusive agreements. Indeed, Ultimate Electronics dropped EchoStar in Jan., leaving satellite service with Target and Sears as its sole national retailers.

'Sears also is seeking \$1 million damages for what it charges was DirecTV's pressure on personal video recorder (PVR) company TiVo to strip chain's logo from national ad campaign. DirecTV owns 11.2% of TiVo and plans to launch combo product in midyear as part of AOL TV service. Sears logo was to appear on TiVo infomercial on DirecTV channel. TiVo standalone boxes continue to be sold through Sears, and Programming & Network Relations Vp Stacey Jolna, while declining comment on suit, said company plans to distribute product to "all retailers." Sears also is asking for \$200,000 in damages for DirecTV's refusal to pay commissions for former U.S. Satellite Bcstg. (USSB) customers that it acquired when it bought company last year.

In response to EchoStar suit, DirecTV denied that it "led or participated in a group boycott" of rival or that it "coerced" retailers into taking such action. DirecTV said EchoStar couldn't prove "valid cause of action" to support allegations of violations of state antitrust laws and "tortious interference with contractual relations." Instead, while EchoStar has argued that DirecTV employed anticompetitive tactics to dominate DBS business, it has

(Publication page references are not available for this document.)

conceded "real market" is multichannel video programming distribution that involves cable companies with 69 million customers, DirecTV said.

DirecTV contended that EchoStar, which began Digital Sky Highway service in 1996, has "drafted in the wake" of its "hard work and success" and capitalized on consumer awareness created by rival. EchoStar has chosen to market DISH service directly to consumers through thousands of local and regional dealers at very low prices, DirecTV said in conceding that strategy has been successful. EchoStar has added 3.4 million subscribers vs. 8.2 million for DirecTV.

DirecTV in series of allegations contended that EchoStar had "interfered" with rival's Oct. agreement to buy financial stake in Kelly. Latter, which had provided foreign language programming for DirecTV, agreed earlier this month to be acquired by EchoStar for \$3.5 million.

EchoStar mounted campaign 2 years ago that "falsely implied" that it could provide local programming via satellite at time when such service was illegal with retransmission agreement, DirecTV said. Congress passed law in Nov. allowing service. Ads accompanying debut of local programming in 13 markets "falsely implied" that EchoStar had "legal right" to transmit local signals to its customers, DirecTV said. While federal court ruled in 1998 that companies transmitting local programming via satellite determine that those receiving it were getting less than Grade B signal from off-air antenna, EchoStar "significantly overestimated" number of eligible subscribers, allowing it to sign up thousands that weren't qualified, DirecTV said.

DirecTV accused EchoStar of false and misleading ads and trademark infringement in its 1999 campaign that sought to convert former Primestar customers to DISH network. EchoStar started program for its dealers offering them \$250 for each Primestar customer that switched to DISH. Primestar had agreed in early 1999 to sell its assets, including 2.3 million subscribers, to DirecTV for \$1.82 billion. DirecTV charged that EchoStar's Primestar promotion created confusion among consumers as CEO Charles Ergen and James DeFranco urged dealers to visit Primestar subscribers claiming that they were there to upgrade system when they really were switching service to DISH. Dealers also were told to disassemble Primestar equipment in way that it would make it "virtually impossible" to reinstall system, DirecTV said.

Satellite service took aim at EchoStar's claims that up to 147 NFL games were available through DISH. Ads highlighting EchoStar's "Ticket to the NFL" package failed to note that only "a small portion" of current or potential subscribers could receive all games and that those that did paid for 2 distant network signals, DirecTV said. DirecTV, which has carried 200-game "NFL Sunday Ticket" package since 1994, contended that EchoStar sought to tie its service to trademark that has "gained widespread recognition and is well-known and famous." EchoStar's deceptive advertising on NFL programming has caused DirecTV to lose "subscribers, revenue and goodwill," DirecTV said. EchoStar and DirecTV spokesmen declined comment on counterclaim.

(Publication page references are not available for this document.)

----- INDEX REFERENCES -----

COMPANY (TICKER): Ultimate Electronics Inc. (ULTE)

INDUSTRY: Limited Product Specialty Retailers; All Specialty Retailers
(OTS RTS)

Word Count: 885

4/3/00 AUDIOW (No Page)

END OF DOCUMENT

Copyright 1999 Business Wire, Inc.

Business Wire

January 22, 1999, Friday

DISTRIBUTION: Business Editors & High-Tech Writers

LENGTH: 1299 words

HEADLINE: Hughes to Acquire PRIMESTAR; DIRECTV Will Acquire PRIMESTAR
Subscribers and Expand Channel Capacity

DATELINE: EL SEGUNDO, Calif.

BODY:

Jan. 22, 1999--Hughes Electronics Corp., a unit of General Motors Corp., Friday announced that it reached an agreement with PRIMESTAR Inc., to acquire the 2.3 million-subscriber PRIMESTAR direct broadcast satellite (DBS) medium-power business and related Tempo high-power satellite assets in two transactions valued at approximately \$ 1.82 billion.

The combination of DIRECTV(R) and PRIMESTAR, along with United States Satellite Broadcasting (USSB), the premium multi-channel movie service which agreed to merge with Hughes last month, advances DIRECTV's position as the premier digital multi-channel video platform in the United States. Upon completion of these transactions, DIRECTV will feature: -0-

- More than 7 million U.S. subscribers;
- More than 370 entertainment channels delivered through five high-power DBS spacecraft: DBS-1, -2 and -3, a high-power Tempo satellite and DIRECTV 1-R (planned for launch in mid-1999);
- The broadest distribution network in the DBS industry, combining more than 26,000 points of retail sale with PRIMESTAR's rural and small urban-based distribution network; and
- High-power DBS frequencies at each of the three orbital slots that provide full coverage of the continental United States: 101 degrees West Longitude (WL), 110 degrees WL and 119 degrees WL.

"We were the first to introduce high-power DBS service nearly five years ago, and our pending transactions with USSB and now PRIMESTAR will extend DIRECTV's market leadership," said Michael T. Smith, chairman and chief executive officer of Hughes Electronics.

"With the addition of the Tempo high-power satellite assets, DIRECTV is well positioned to capitalize on such emerging consumer services as high-definition television, data enhanced broadcasting and other interactive services. We expect to create new and innovative revenue streams that will add significant value for GM Class H shareholders," Smith added.

Benefits to Subscribers

"The integration of DIRECTV, USSB and PRIMESTAR will create a powerful platform to distribute digital video and other services that realizes the full potential of DBS," said Eddy W. Hartenstein, president of DIRECTV.

"We will carry more than 370 channels that may be accessed from every state in the continental U.S., and we'll be able to offer consumers a broad range of conventional and all-new data and interactive services.

"In addition, PRIMESTAR's network of agents, master agents and full-service providers adds an important rural and small urban component that complements DIRECTV's largely urban/suburban retail distribution network. In short, these transactions are going to make high-power satellite television easier to get for more Americans than ever before," added Hartenstein.

DIRECTV and its consumer electronics manufacturing partners will introduce new DIRECTV System equipment later this year designed to seamlessly integrate programming distributed from multiple orbital locations.

These new DIRECTV Systems will integrate DIRECTV's core subscription services at 101 degrees WL with the new services to be introduced at 119 degrees WL; likewise, DIRECTV is creating a single dish, dual-satellite receiving system to integrate DIRECTV's core programming with Spanish-language services to be launched later this year at 110 degrees.

A consumer-friendly single-dish receiving system that integrates programming distributed from all three orbital locations -- 119, 101 and 110 degrees -- is also planned.

PRIMESTAR Subscriber Transition to DIRECTV

PRIMESTAR currently operates a 160-channel medium-power service using leased satellite capacity at 85 degrees WL. DIRECTV will operate the medium-power PRIMESTAR business for a period of approximately two years, during which time it will transition PRIMESTAR subscribers to the high-power DIRECTV service.

"By combining with DIRECTV, PRIMESTAR fulfills its long-sought goal of providing its subscribers with an opportunity for high-power service," said Hartenstein. "PRIMESTAR has built a successful business, and for two years has captured J.D. Powers' top customer satisfaction rating in the cable and satellite television category.

"We are pleased to serve PRIMESTAR's subscribers and look forward to introducing them to the expanded programming opportunities and services of DIRECTV."

During this transition period, PRIMESTAR's distribution network will continue servicing PRIMESTAR subscribers and begin to offer the DIRECTV System to new subscribers.

Terms of the Transactions

The transactions are composed of 1) the acquisition of the PRIMESTAR medium-power DBS business, and 2) the purchase of the Tempo high-power satellite assets. PRIMESTAR will receive approximately \$ 1.32 billion for the medium-power DBS business, composed of approximately 4,871,000 shares of General Motors Class H (NYSE:GMH) common stock and \$ 1.1 billion cash.

Hughes will also pay \$ 500 million cash for the Tempo high-power satellite assets. Together, the transactions provide DIRECTV with: -0-

- 11 high-power DBS frequencies at 119 degrees WL, from which the in-orbit Tempo satellite can begin delivering programming on a national basis at any time;
- A second Tempo satellite, which is already built and can be launched at a future date or be used as a back-up satellite to secure uninterrupted service for DIRECTV subscribers; and
- Increased revenues immediately from more than 2.3 million existing PRIMESTAR subscribers, and ongoing revenues from these subscribers as they are transitioned to DIRECTV.

The transactions have been approved by the boards of directors of Hughes and PRIMESTAR, and are subject to approval by the board of directors of General Motors, consent of certain PRIMESTAR lenders and receipt of appropriate regulatory and antitrust approvals.

The earnings of Hughes Electronics are used to calculate the earnings per share attributable to GMH (NYSE symbol) common stock. DIRECTV is the nation's leading direct broadcast satellite service with more than 4.5 million subscribers. DIRECTV is a registered trademark of DIRECTV Inc., a unit of Hughes Electronics Corp.

Visit Hughes and DIRECTV on the World Wide Web at www.hughes.com and www.directv.com, respectively. Note to Editors: Audio Press Conference

Hughes and DIRECTV will hold a media conference call for reporters Friday at 11 a.m. Eastern Time (ET) to discuss Friday's announcement. Hughes Chairman and Chief Executive Officer Michael T. Smith and DIRECTV President Eddy W. Hartenstein will host the conference call.

Reporters can participate in the conference call by calling 800/621-5344 prior to 11 a.m. ET. A replay of the conference call will be available beginning at 1 p.m. (ET) on Friday, Jan. 22, through 5 p.m. (ET) on Monday, Jan. 25. To access the replay call 800/633-8284 or 619/812-6440 and enter reservation number 11589806.

CONTACT: DIRECTV Inc., El Segundo
Bob Marsocci, 310/726-4656
or
Hughes Electronics
Richard Dore, 310/662-9670

Today's News On The Net - Business Wire's full file on the Internet with Hyperlinks to your home page.

URL: <http://www.businesswire.com>

LOAD-DATE: January 23, 1999

See EchoStar Considers USSB Bounty, Satellite Business News (June 16, 1999).

Communications Today
(c) 1998 Phillips Business Information, Inc.

Tuesday, February 24, 1998

DirecTv Starts Ad Blitz To Attract Cable Customers

DirecTv Inc., the largest direct broadcast satellite service in the United States, yesterday (2/23) launched an aggressive \$150 million advertising campaign today to attract cable television subscribers. Four new television commercials are designed to position DirecTv as an alternative to cable. The advertisements will unveil DirecTv's new tagline, "What Are You Looking At?" The campaign is intended to target cable subscribers who are frustrated by continuing rate hikes from cable providers that typically have a local monopoly on the service. The FCC last week reported that the rates consumers pay for cable programming and equipment rose an average of four times the rate of inflation during the past two years.

DirecTv also began running print advertisements Feb. 6 in the daily newspapers of 18 cities that have absorbed the highest cable rate increases. The advertisements were created by the Los Angeles office of Campbell-Ewald Advertising. DirecTv is a unit of Hughes Electronics Corp. [GMH].

----- INDEX REFERENCES -----

COMPANY (TICKER): General Motors Corp. (class h); General Motors Corp. (GMH GM)

INDUSTRY: Communications Technology; Telecommunications, All (CMT TEL)

Word Count: 155

2/24/98 COMTD (No Page)

END OF DOCUMENT

| | | | | | | | | |
|--|--|--|-----|------|-------|------|---------------|---------------------|
| <input checked="" type="checkbox"/> DISH Network | | | Sac | Site | Feeds | Home | Select and Go | -- Select And Go -- |
|--|--|--|-----|------|-------|------|---------------|---------------------|

DISH NETWORK ANNOUNCES UNBEATABLE DEAL

Littleton, CO; March 11, 1998 - EchoStar Communications Corporation (Nasdaq: DISH, DISHP) announced today DISH Network's great new promotion that's here just in time to provide relief from those ever-increasing cable bills.

DISH NetworkSM is proud to present the Unbeatable Deal to first-time DISH Network customers. It provides AMERICA'S TOP 60 CDSM customers \$60 programming credit on their first bill. And it gives \$40 programming credit for America's Top 40SM customers. This is a great reward for making the switch from cable to DISH Network.

To take advantage of this incredible offer, eligible customers just have to submit their latest 1998 cable bill and a completed promotion certificate with their first DISH Network statement. It's that easy.

"We're excited about our new Unbeatable Deal promotion for spring 1998, which reaffirms our reputation as the best value for high quality digital TV," said John Reardon, president, DISH Network. "So when you're spring cleaning this year, clean out cable and get an Unbeatable Deal with DISH Network."

The Unbeatable Deal promotion is effective March 16, 1998, for new monthly accounts and May 1, 1998, for new annual accounts, and expires May 31, 1998. Credit offered through this promotion is only applicable to a customer's programming balance, including Pay-Per-View.

EchoStar Communications Corporation, headquartered in Littleton, Colorado, includes three interrelated business units:

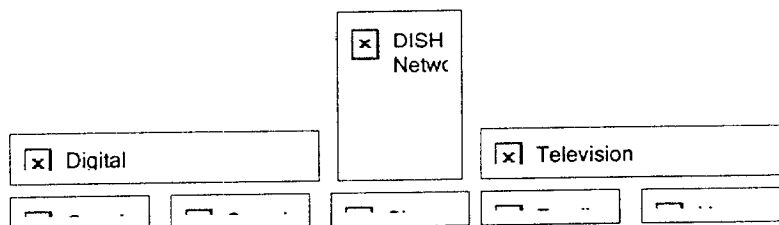
- DISH NetworkTM, EchoStar's state-of-the-art DBS system that offers customers over 200 channels of digital video and CD-quality audio programming, fully MPEG-2/DVB compliant hardware, installation, financing and leasing.
- HTSTM, designs, manufactures and distributes DBS set-top boxes, antennae and other digital equipment for the DISH Network and various international customers that include ExpressVu Canada and Telefonica's Vía Digital system in Spain. HTS also provides uplink center design, construction oversight and project integration services for customers internationally.
- Satellite Services, addresses markets that fall outside of the current DISH Network residential market, including business television, data delivery, educational initiatives and satellite capacity leases.

DISH Network currently serves over one million customers.

EchoStar III was launched on October 5, 1997, from Cape Canaveral Air Station, Florida. EchoStar III will complement current programming offered by the DISH Network by expanding international, educational and business programming, including possible data delivery and retransmission of local channels in certain U.S. television markets.

EchoStar plans to further enhance its services with the launch of EchoStar IV, scheduled for Spring 1998.

DISH Network is a trademark of EchoStar Communications Corporation. HTS is a trademark of Houston Tracker Systems, Inc. DISH Network is located on the Internet at:
<http://www.dishnetwork.com>



©1998, EchoStar Communications Corporation. All rights reserved. [Click Here](#) for details.

**News Releases**[About DIRECTV](#)[Movies](#)[Sports](#)[News Releases](#)[Search](#)[Feedback](#)[Jobs@DIRECTV](#)[DIRECTV Home](#)

DIRECTV Applauds Passage of Satellite Home Viewer Act

Bill Allows Satellite TV Companies to Deliver Local Broadcast Network Channels

El Segundo, CA, Nov 19, 1999 – DIRECTV, Inc. today applauded Congress for passing the "Satellite Home Viewer Improvement Act of 1999." The bill permits improved competition between satellite carriers and cable operators.

The bill allows satellite TV companies – for the first time – to offer local broadcast network channels, and it also provides a five-year reprieve to hundreds of thousands of consumers who were scheduled to lose distant network signals as the result of a federal court decision earlier this year.

"The passage of this legislation is a tremendous win for consumers and ushers in a new era for satellite TV," said Eddy W. Hartenstein, president of DIRECTV. "Every month, two-thirds of our new customers come to DIRECTV from cabled areas, which underscores the need for enhanced competition in the home entertainment industry. Upon President Clinton signing the bill into law, we will begin offering local channels to major metropolitan markets throughout the country – finally leveling the playing field between satellite and cable."

As previously announced, DIRECTV will offer local broadcast network channels via satellite to up to 50 million homes, or about half of the nation's television households. DIRECTV will begin rolling out local channels in Los Angeles and New York within hours following the President's signature of the new law, and will continue adding markets throughout the remainder of 1999 and in 2000.

In addition to Los Angeles and New York, the first markets to receive this new local channel service include San Francisco, Washington, D.C., Denver, Detroit and Miami. Additional markets will be announced in the coming weeks as the rollout continues.

DIRECTV customers will be able to subscribe to their local channel package – which will include a national PBS feed – for \$5.99 per month.

DIRECTV will deliver local broadcast network channels in approximately 20 markets from its satellites at 101 degrees West Longitude (WL), its primary orbital slot. As a result, DIRECTV customers in those markets can receive their local channels as well as DIRECTV's current lineup of national digital entertainment and information programming through their existing digital set-top box and 18-inch antenna.

DIRECTV will deliver local channels in additional cities from the 110 and 119-degree WL orbital slots. Local channels delivered from the 110 and 119 degree WL orbital slots will be received via the new DIRECTV Plus System, which features an 18-by 24-inch oval satellite dish. The DIRECTV Plus System also receives and seamlessly integrates the existing lineup of popular networks, premium movie services, pay-per-view selections and sports programming subscriptions from 101 degrees WL.

"We have been experiencing record customer growth this year," said Hartenstein. "As we enter our strongest growth period of the year, the availability of local channels on DIRECTV will enhance our competitive position and give consumers an even better reason to choose DIRECTV as their complete home entertainment video service."

DIRECTV will support its local channel offerings with marketing, point-of-sale and advertising campaigns in coordination with its extensive consumer electronics retailing partners and affiliate satellite dealers.

DIRECTV has approximately 7.8 million customers, including customers subscribing to *PRIMESTAR By DIRECTV*. DIRECTV is a registered trademark of DIRECTV, Inc., a unit of Hughes Electronics Corporation. Hughes Electronics is the world's leading provider of digital television entertainment, and satellite and wireless systems and services. The earnings of Hughes Electronics, a unit of General Motors Corporation, are used to calculate the earnings per share attributable to the General Motors Class H common stock (NYSE: GMH). Visit DIRECTV on the World Wide Web at www.directv.com.

###

[Back to Recent News Index](#)

©2001 DIRECTV, Inc. All rights reserved.

Copyright 1999 Business Wire, Inc.

Business Wire

November 24, 1999, Wednesday

DISTRIBUTION: Business and Entertainment Editors

LENGTH: 850 words

HEADLINE: DISH Network Launches Local Channels to 33 Percent of U.S. Households

DATELINE: LITTLETON, Colo., Nov. 24, 1999

BODY:

EchoStar Communications Corp. (NASDAQ: DISH, DISHP) announced that DISH Network(TM) will begin beaming local channels by satellite at noon on Monday, Nov. 29, to 13 of the nation's largest markets as President Clinton signs the satellite TV legislation into law. DISH Network can now offer true competition to cable TV by providing ABC, CBS, NBC and FOX local network channels in these 13 selected cities covering approximately 33 percent of the total U.S. households. DISH Network will also launch local channel service to seven additional cities before the end of 1999 and to 13 additional cities during the first quarter of 2000, bringing local channels to over 30 of the nation's largest markets which reach approximately 60 percent of the U.S. households. With EchoStar's new DISH 500 satellite TV systems, consumers can now subscribe to hundreds of all-digital channel choices, including local broadcast networks, using a convenient, single small dish.

Starting Monday, DISH Network will offer consumers local channel packages in the following 13 cities for only \$4.99 per month: New York; Los Angeles; Chicago; San Francisco; Boston; Washington, D.C.; Dallas/Ft. Worth; Atlanta; Miami; Phoenix; Denver; Pittsburgh and Salt Lake City.

EchoStar also plans to offer local channel service in approximately 20 of the following 30 cities, depending upon favorable retransmission consent agreements with network broadcasters in these cities: Philadelphia; Detroit; Houston; Seattle/Tacoma; Cleveland; Minneapolis; Tampa/St. Petersburg, Fla.; Sacramento, Calif.; St. Louis; Orlando, Fla.; Baltimore; Portland, Ore.; Indianapolis; San Diego; Hartford, Conn.; Charlotte, N.C.; Raleigh/Durham, N.C.; Cincinnati; Nashville, Tenn.; Milwaukee, Wis.; Columbus, Ohio; Kansas City, Mo.; Roanoke, Va.; Oklahoma City, Okla.; Albuquerque, N.M.; Las Vegas; Memphis, Tenn.; New Orleans; Jacksonville, Fla.; and San Antonio.

"DISH Network now gives consumers a real alternative to the rising rates and poor customer service of cable TV," said Charlie Ergen, chairman and CEO of EchoStar. "With the president's signature on the new satellite TV law, DISH Network can now offer a clear choice to consumers who want their local broadcast networks along with hundreds of crystal-clear, all-digital channels."

EchoStar also plans to offer popular independent network channels in some markets along with the ABC, NBC, CBS and FOX network stations and a national PBS feed.

To find out how you can get your local channels along with hundreds of channels of popular satellite television programming, visit www.dishnetwork.com, call 1-800-333-DISH (3474) or contact your local DISH Network retailer.

DISH Network is also breaking the price barrier by reducing the MSRP of a multiroom-ready Model 3822 DISH 500 satellite TV system from \$249 to \$199! EchoStar's new Model 3822 satellite TV receiver includes a DISH 500 small dish

antenna and will be offered for only \$199 during a special DISH 500 promotion for new customers from Nov. 29 through Jan. 31. Equipped with dual amplifiers, DISH 500 is designed to receive signals from EchoStar satellites located at both 119 degrees West Longitude and 110 degrees W.L., offering customers hundreds of channels, including local channels, without requiring additional equipment. DISH Network also offers the Model 3822 for FREE after rebate in conjunction with DISH Network's One-Rate Plan through Dec. 31, 1999.

DISH Network's all-digital programming packages start as low as \$19.99 per month. DISH Network One-Rate Plans are subject to certain terms and conditions and are only available to qualifying customers. Call 1-800-333-DISH (3474) or go to www.dishnetwork.com for more information about DISH Network One-Rate Plans and the new DISH 500 satellite TV system.

DISH Network is EchoStar's state-of-the-art direct broadcast satellite system that is capable of offering over 500 channels of digital video and CD-quality audio programming, fully MPEG-2/DVB compliant hardware and installation. DISH Network was also ranked number one in customer satisfaction among satellite/cable TV subscribers by the J.D. Power and Associates 1999 Cable/Satellite TV Customer Satisfaction Study. EchoStar V, EchoStar's newest high-power direct broadcast satellite, launched on a Lockheed Martin Atlas IIAS rocket on Sept. 23, 1999, to the 110 degrees W.L. orbital location. In addition to local channels, EchoStar V allows DISH Network to offer 500 channels, including high-definition television, Dolby Digital surround sound, Internet and high-speed interactive television and data services, all on a single dish. DISH Network, which currently serves over 3.1 million customers, is a trademark of EchoStar Communications Corporation. DISH Network is located on the Internet at www.dishnetwork.com.

CONTACT: EchoStar Communications Corp.
Judianne Atencio, Communications Director
303/723-2010
judianne.atencio@echostar.com
or
Marc Lumpkin, Communications Manager
303/723-2020
marc.lumpkin@echostar.com

URL: <http://www.businesswire.com>

LOAD-DATE: November 25, 1999



News Releases

Hughes Network Systems Announces DIRECTV PLUS™ High Definition Set-Top Receiver

New "Platinum HD" Model Receives Both DIRECTV High-Definition and Standard Broadcasts as well as Off-Air Digital Television

Las Vegas, Jan 05, 2000 – Hughes Network Systems (HNS) and its sister company DIRECTV, Inc. today announced that HNS will manufacture a DIRECTV PLUS™ System set-top receiver designed to receive high definition DIRECTV® programming, as well as high definition, digital "over-the-air" signals from local broadcasters via off-air antennae. The new "Platinum HD" receiver is planned for shipment in the second quarter of this year and will be among the first high-definition compatible systems to feature the DIRECTV Advanced Program Guide. The new receiver is also fully compatible with the DirecDuo™ antenna system.

"The Platinum HD further expands our broad line of products to support the high definition generation of programming," said Paul Gaske, senior vice president and general manager of Hughes Network Systems Broadcast Products & Services Division. "With this receiver, consumers will be able to receive DIRECTV's standard definition and HDTV programming as well as local high definition broadcasts -- and view all available channels seamlessly using DIRECTV's Advanced Program Guide."

"The HNS receiver includes the most widely adopted video output component for high definition -- YPrPb -- enabling it to work with most brands in the market," said Gaske. "Best of all, consumers can also use the product with their standard definition televisions to receive an improved picture -- the "Platinum HD" set-top box converts off-air high definition broadcasts into a 480i standard definition digital format," he added.

"We're proud to have our sister company add to the increasing selection of HDTV-compatible DIRECTV System products available to consumers," said Bill Casamo, executive vice president for DIRECTV. "The Platinum HD product offers our customers yet another option for their DIRECTV home entertainment."

Features of the "Platinum HD" set-top box include:

- Reception capabilities for DIRECTV high-definition and standard definition digital-quality programming (all 18 off-air high-definition broadcasts [ATSC])
- Reception capabilities for off-air standard definition broadcasts (NTSC) via an internal tuner
- Ability to convert picture from standard to high-definition format, and vice versa. (Reception capability for 480i, 480p, 720p and 1080i formats.)
- DIRECTV Advanced Program Guide, which provides customers with a single guide for both DIRECTV high- and standard-definition digital broadcasts.

- Ability to present standard definition (4 x 3 format) on a 16 x 9 TV screen, with either gray side bars (full picture in less-than-full screen), or with the top and bottom of the picture automatically cropped (less-than-full picture in a full screen).

- All features offered with the fifth-generation Platinum (standard definition) product, including: Dolby Digital audio, RF remote control, StarSight® One-Button Record, and all HNS-exclusive DIRECTV System features.

Additionally, the receivers enable consumers to receive the DirecDuo service, providing high-speed Internet access from DirecPC® as well as DIRECTV programming. An external DirecPC satellite modem and a PC running Windows 98 are required to receive DirecPC service.

The Platinum HD product will be on display at the 2000 International Consumer Electronics Show in Las Vegas, at DIRECTV Booth 5611 and HNS Booth 6225.

DIRECTV is the nation's leading satellite television service, with more than 8 million subscribers including subscribers to *PRIMESTAR By DIRECTV*. DIRECTV PLUS and DIRECTV are trademarks of DIRECTV, Inc., a unit of Hughes Electronics Corporation. Visit DIRECTV on the World Wide Web at www.directv.com.

A world leader in satellite products and network systems for more than 25 years, HNS is one of the leading suppliers of DIRECTV digital satellite systems and the provider of the award-winning DirecPC satellite Internet service. DirecDuo and DirecPC are trademarks of Hughes Network Systems. In addition, HNS is the global VSAT market leader and has shipped more than 300,000 interactive and one-way terminals. Headquartered in Germantown, MD, the company has sales and support offices worldwide. HNS is a unit of Hughes Electronics Corporation. Hughes Electronics is the world's leading provider of digital television entertainment, and satellite and wireless systems and services. The earnings of Hughes Electronics, a unit of General Motors Corporation, are used to calculate the earnings per share attributable to the General Motors Class H common stock (NYSE:GMH). For more information, please visit the Web site at www.hns.com.

###

[Back to Recent News Index](#)

©2001 DIRECTV, Inc. All rights reserved.

FOCUS - 2 of 5 DOCUMENTS

Copyright 2000 Business Wire, Inc.

Business Wire

January 6, 2000, Thursday

DISTRIBUTION: Business and High Tech Editors

LENGTH: 707 words

HEADLINE: EchoStar's DISH Network Offers New HDTV Satellite TV Receiver;
CES 2000

DATELINE: LAS VEGAS, Jan. 6, 2000

BODY:

EchoStar Demonstrates New Satellite TV Receiver with Integrated HDTV
Tuner/Decoder at Consumer Electronics Show in Las Vegas

EchoStar Communications Corp. (NASDAQ: DISH, DISHP) will unveil today the new DISH HD receiver, an integrated satellite television receiver with the ability to receive High Definition Television (HDTV) signals, at the Consumer Electronics Show in Las Vegas. This highly anticipated satellite receiver delivers HDTV programming onto a 16:9-ratio HDTV screen and supports both 720p and 1080i HD formats. The DISH HD will be demonstrated in DISH Network(TM) booth No. 6011 in the north hall of the Las Vegas Convention Center.

EchoStar's DISH HD, available this spring, provides seamless switching between HDTV and Standard Definition satellite television (SDTV), with crisp pictures and crystal-clear Dolby Digital(TM) surround sound. The DISH HD receiver offers on-screen Caller ID, a UHF/IR remote control, VCR infrared blaster, closed caption support, and an upgrade port for future technologies. DISH HD will be available to consumers in the second quarter of 2000 for only \$499 MSRP.

"EchoStar's DISH HD offers consumers a top-of-the-line satellite receiver that is adaptable to future technological changes," said Mike Dugan, president of EchoStar Technologies. "Because EchoStar has more bandwidth available than any other programming provider, DISH Network is in the best position to offer the most HDTV channels as they become available."

HDTV is an enhanced version of digital television that offers the best picture clarity available today. With its large 16-by-9 widescreen format, HDTV allows the viewer to focus more on what is occurring in the middle of the picture while the peripheral vision adds to the realism. The image fills the viewer's entire field of vision with the wide screen format and makes viewers feel almost as if they're part of the action!

A standard analog TV signal uses a maximum of 345,600 picture elements (pixels) delivered in a 4-by-3 aspect ratio. HDTV technology provides for a



LEXIS·NEXIS®
A member of the Reed Elsevier plc group



LEXIS·NEXIS®
A member of the Reed Elsevier plc group



LEXIS·NEXIS®
A member of the Reed Elsevier plc group

maximum of 2,073,600 pixels delivered in a 16-by-9 aspect ratio. With more pixels, you will achieve greater resolution and a more clearly defined image.

EchoStar transmits HDTV video using established ATSC industry standards and supports all digital TV formats including 1080i and 720p. DISH Network's HDTV service is compliant with these digital TV standards to ensure compatibility with high definition televisions.

DISH Network offers HDTV programs from Home Box Office (HBO), with more HDTV programming to be added soon. The HBO HDTV feeds are currently delivered in the 1080 interlaced format and will offer new theatrical motion pictures and HBO original movies in high definition.

For more information about DISH Network call 1-800-333-DISH

(3474). For media, visit www.dishnetwork.com/ces. DISH Network is EchoStar's state-of-the-art direct broadcast satellite system that is capable of offering over 500 channels of digital video and CD-quality audio programming, fully MPEG-2/DVB compliant hardware and installation. DISH Network was also ranked number one in customer satisfaction among satellite/cable TV subscribers by the J.D. Power and Associates 1999 Cable/Satellite TV Customer Satisfaction Study. EchoStar V, EchoStar's newest high-power direct broadcast satellite, launched on a Lockheed Martin Atlas IIAS rocket on Sept. 23, 1999, to the 110 degrees W.L. orbital location. In addition to local channels, EchoStar V allows DISH Network to offer 500 channels, including high definition television, Dolby Digital surround sound, Internet and high-speed interactive television and data services, all on a single dish. DISH Network, which currently serves over 3.4 million customers, is a trademark of EchoStar Communications Corporation. DISH Network is located on the Internet at www.dishnetwork.com.

CONTACT: EchoStar communications Corp.
Judianne Atencio, Communications Director
303/723-2010
judianne.atencio@echostar.com
pager: 888/428-5929
CES booth No. 6011 LVCC
or
Marc Lumpkin, Communications Manager
303/723-2020
marc.lumpkin@echostar.com
pager: 877/211-3287
CES booth No. 6011 LVCC

URL: <http://www.businesswire.com>

LOAD-DATE: January 7, 2000



LEXIS·NEXIS®
A member of the Reed Elsevier plc group



LEXIS·NEXIS®
A member of the Reed Elsevier plc group



LEXIS·NEXIS®
A member of the Reed Elsevier plc group

